

Message Text

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FM AMEMBASSY THE HAGUE

TO SECSTATE WASHDC 1645

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TAGS: BEXP

SUBJECT: FY 1974 COMMERCIAL OBJECTIVES

REF: STATE 128397

1. PARAGRAPH 2 BELOW SUMMARIZES MAIN USG COMMERCIAL OBJECTIVES IN NETHERLANDS FOR FY 1974 AS DRAWN FROM PARA AND SETS MEASURABLE GOALS FOR SPECIFIED MAJOR ACTIONS IN PURSUIT OF THOSE GOALS. UNLESS COMMERCE OR STATE OBJECTS WE PROPOSE TO WORK THESE ACTIONS AND GOALS INTO PILOT CCP NOW BEING RESHAPED HERE FOR SUBMISSION BY END-JULY. AS REQUESTED REFTEL WE HAVE LIMITED OURSELVES IN THIS MESSAGE TO GOALS WE CAN ACHIEVE WITH CURRENT RESOURCES SUBJECT TO SOME REALLOCATION AS INDICATED IN PARA 3 BELOW. THIS MESSAGE (AND DRAFT CCP) ADDRESSES ONLY PROGRAMS WHICH ARE PRIMARILY OR PARTIALLY ADMINISTERED BY COMMERCE (INDUSTRIAL EXPORTS, MILITARY SALES, REVERSE INVESTMENT AND TRAVEL USA) BUT WILL RELY ON EMBASSY RESOURCES BOTH WITHIN AND OUTSIDE ECON/COMMERCIAL SECTION.

2. COMMERCIAL OBJECTIVES:

OBJECTIVE ONE: INCREASE SALES TO DUTCH MARKET OF SIX PRODUCT CATEGORIES SELECTED FOR SPECIAL EMPHASIS IN FY 1974 (SEE COPIES OF THE HAGUE COMAT STAFF MEMO NO. 11, 2/13/73, SENT TO NETHERLANDS DESKS IN COMMERCE AND STATE).

ACTION ONE: ASSIST IN ESTABLISHING SUITABLE REPRESENTATION IN DUTCH MARKET FOR AT LEAST 30 PERCENT OF U.S. EXPORTING UNIVERSE IN EACH CATEGORY NOT ALREADY SO REPRESENTED. ENGAGE IN DIRECT CORRESPONDENCE WITH UNREPRESENTED U.S. EXPORTERS TO STIMULATE

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THEIR INTEREST IN DUTCH MARKET.

ACTION TWO: CONDUCT AT LEAST ONE MAJOR TRADE EVENT FOR ONE OF SIX TARGET LINES.

ACTION THREE: DEVELOP AT LEAST 20 QUALITY END-USER TRADE OPPORTUNITIES IN EACH TARGET LINE.

ACTION FOUR: PROMOTE AT LEAST THREE CHARTER FLIGHTS TO NEARBY U.S. TRADE EVENTS, PRIMARILY IN SIX TARGET INDUSTRY CATEGORIES.

OBJECTIVE TWO: INCREASE DUTCH DIRECT INVESTMENT IN U.S.

ACTION ONE: CONDUCT AT LEAST ONE "INVEST IN USA" SEMINAR IN NETHERLANDS.

ACTION TWO: MAKE DIRECT PROMOTIONAL VISITS TO AT LEAST 24 REVERSE INVESTMENT PROSPECTS.

ACTION THREE: ACHIEVE PUBLICATION IN MAJOR DUTCH FINANCIAL NEWSPAPERS OF AT LEAST ONE STORY EACH QUARTER POINTING UP ADVANTAGES OF DIRECT INVESTMENT IN U.S.

OBJECTIVE THREE: PROMOTE EXPANDED DUTCH TOURIST TRAVEL TO U.S.

ACTION ONE: CONDUCT THREE "TRAVEL USA" WORKSHOPS FOR SALES PERSONNEL OF DUTCH TRAVEL AGENCIES.

ACTION TWO: OBTAIN PUBLICATION IN DUTCH GENERAL OR TRAVEL PRESS OF AT LEAST ONE U.S. TRAVEL ARTICLE EACH QUARTER.

ACTION THREE: PROMOTE TRAVEL TO U.S. (UNDER CAB WAIVER) OF AT LEAST 10 TRAVEL WRITERS AND 10 TRAVEL AGENTS.

ACTION FOUR: COMPLETE ADMINISTRATIVE AND PROMOTIONAL PLANS FOR VISIT IN AUTUMN 1974 OF WALT DISNEY "AMERICA THE BEAUTIFUL" EXHIBIT.

OBJECTIVE FOUR : PROMOTE SALE OF U.S. MILITARY HARDWARE IN NETHERLANDS.

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ACTION ONE: ACHIEVE FIRM ORDER FROM DUTCH AUTHORITIES FOR AMERICAN EQUIPMENT TO REPLACE F-104 STARFIGHTER.

ACTION TWO: ACHIEVE AT LEAST ONE OTHER MAJOR EQUIPMENT SALE.

OBJECTIVE FIVE: PROMOTE DUTCH PORTFOLIO INVESTMENT IN U.S. SECURITIES.

ACTION ONE: CONDUCT AT LEAST ONE INFORMAL GATHERING PER QUARTER WITH DUTCH INSTITUTIONAL INVESTMENT COMMUNITY, FEATURING PROMINENT VISITING AMERICAN ECONOMIST, BANKER OR SECURITIES ANALYST.

3. RESOURCE REALLOCATION

ACTION ONE: JUSTIFY ELIMINATION OF CERP REPORTS 0101 (NATIONAL INCOME AND SUPPLY ACCOUNTS), 0102 (BALANCE OF PAYMENTS) AND 0425 (PETROLEUM OUTLOOK) ON GROUND THAT BASIC DATA EXIST IN PUBLISHED FORM. USE MANHOURS THEREBY SAVED FOR WORK IN IDENTIFYING MAJOR PROJECTS OF INTEREST TO U.S. SUPPLIERS.

ACTION TWO: UTILIZE SENIOR ECONOMIC ANALYST (WHEN PRESENT VACANCY IS FILLED) AT LEAST 30 PERCENT OF HIS TIME ON FIELD VISITS TO MAJOR DISTRIBUTORS AND END-USERS IN TARGET INDUSTRY LINES TO GENERATE ETO'S AND WTDR INFORMATION.

ACTION THREE: UTILIZE JUNIOR ECONOMIC ANALYST (RATHER THAN COMMERCIAL PERSONNEL) TO CONDUCT ANY STATISTICAL OR TRADE POLICY ANALYSIS REQUIRED IN SUPPORT OF USDEL AT MTN.

ACTION FOUR: SHIFT ENTIRE BURDEN OF ANSWERING RETAIL TRAVEL INQUIRIES AND DISTRIBUTION OF BROCHURES TO VOLUNTEER WORKERS FROM AMERICAN WOMEN'S ASSOCIATION OF THE HAGUE.

ACTION FIVE: COMPUTERIZE DIRECT MAILINGS TO LOCAL DISTRIBUTORS IN SIX TARGET LINES TO EFFECT CLERICAL ECONOMIES IN ETO SOLICITATION CAMPAIGN.
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